

# BABMM

## Bachelor of Arts in Business Management and Marketing

A professional capable of providing leadership and direction to the commercial division of a company or organization. During this program, the student evolves in a context of dynamic classes at the hands of professors with pedagogic and technological knowledge; in addition to taking distance classes with colleagues from Mexicali, Tijuana, and Ensenada, generating a networking environment, obtaining new perspectives on entrepreneurship and business innovation, as well as gaining experience in activities for business analysis and improvement processes.

QUARTERLY PLAN FOR THOSE **AGED 22 AND OLDER** | 3 HOURS • 3 DAYS • 3 YEARS

### Whom is this program for?

For those over 22 years of age with a high school diploma or incomplete baccalaureate degree with acquired work experience in the commercial and marketing areas; people who need to complement and enhance their performance with solid educational training that facilitates professional development and increases the competitiveness of their workplaces or projects.

### In which areas and/or positions can a Bachelor of Management Commercial and Marketing be employed?

- Commercial Management.
- Marketing Management.
- Sales.
- Market research.
- Administrative management.

### What is the BABMM's required profile?

The candidate will possess:

- An interest in acquiring professional training in Marketing.
- A vocation towards marketing, service, and customer service issues.
- Decision-making capacity.
- Interest in developing sales strategies.
- Negotiating skills and the ability to work in teams.

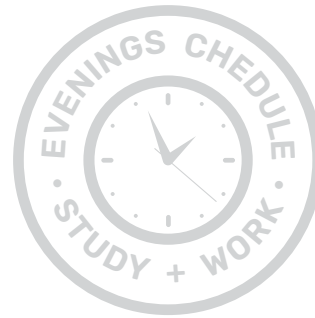
### Which are the skills that you will acquire as a graduate from BABMM?

- Manage resources, human capital, information, and promotional tools.
- Locate potential customers to successfully drive sales by meeting their needs.
- Increase the value and profitability of a company or organization in an ethical and socially responsible manner.

### This program is accredited by



# Which courses would I enroll in while studying this program?



The BABMM is comprised of:



## Study program

### QUARTER 1

- Effective communication techniques
- Management
- Financial Accounting

### QUARTER 2

- Information management
- Marketing management
- Mathematics for business (Introductory course)

### QUARTER 3

- Research methodology
- Mathematics for business (Advanced course)
- Fundamentals of business management and sales

### QUARTER 4

- Human capital management
- Probability and statistics
- Consumer behavior

### QUARTER 5

- Economy
- Business law
- Sales and dissertation technique

### QUARTER 6

- Globalization, culture, and society
- Labor law and social security
- Negotiation skills for marketing

### QUARTER 7

- Strategic management
- Financial analysis
- Sale promotion

### QUARTER 8

- Budgeting
- Neuro-linguistic programming applied to Sales
- Advertising

### QUARTER 9

- Market research
- Retail marketing
- Supply chain management

### QUARTER 10

- Laboratory of marketing strategies
- Intelligence and sales management
- Elective I

### QUARTER 11

- Organization of the sales force
- Credit and collection management
- Elective II

### QUARTER 12

- Loyalty strategies and after-sales service
- Senior management seminar
- Capstone Project

